



## Professor Karl A. Stroetmann - Editorial Board Member Healthcare IT



"To explore the health field" was a decision Prof. Stroetmann took 20 years ago, something he considers a milestone in his career. This short Q&A affords us a chance to know him a little more...

1. What are your key areas of interest and research?

Anything that relates to beneficially applying information and communications technologies in order to improve healthcare services for people. How to successfully draft and establish policies, strategies and implementation pathways which will indeed lead to successful applications and meet concrete needs - and not follow a technology-push approach.

2. What are the major challenges in your field?

To not follow the mainstream of pushing technologies, but to develop and implement eHealth services and systems which people can handle, which deliver early benefits, and which are economically efficient.

3. What is your top management tip?

First explore what the people, who are to benefit from your services, really need, and involve all relevant stakeholders to assure success.

4. What would you single out as a career highlight?

Incidentally switching towards exploring the health field about 20 years ago

5. If you had not chosen this career path you would have become a...?

Steam locomotive driver (boyhood dream), or a financial manager for international markets

6. What are your personal interests outside of work?

Family and grandchildren, travelling, enjoying life

7. Your favourite quote?

"Most people in richer countries and an increasing proportion of those in developing countries can look forward to long, mostly healthy lives. This is arguably the most significant achievement of modern civilization."

Vaupel, James W. (2010). Biodemography of human ageing. Nature V. 464, 25 March: 541

Prof. Karl A. Stroetmann, MBA, PhD, FRSM, is Senior Research Associate with empirica Communication and Technology Research in Bonn, Germany. empirica has established itself as a leading European institute with a broad understanding of policy, strategic, healthcare, clinical, business and socio-economic issues surrounding eHealth.

Dr. Stroetmann concurrently is adjunct assistant professor at the School of Health Information Science, University of Victoria, BC, Canada, and Fellow of the Royal Society of Medicine, London, UK. He received an MBA from the Free University in Berlin, Germany (1968) and was awarded a PhD in Business Administration and International Finance by the University of British Columbia in Vancouver, Canada (1974).

Karl A. Stroetmann has provided services to the European Commission (EC), European Parliament (EP), Organisation for Economic Co-operation and Development (OECD), World Health Organization (WHO), European Space Agency (ESA), industrial players, national governments, healthcare providers, healthcare insurances, and other stakeholders.

A focus has been eHealth services interoperability across the European Union, particularly for ePrescriptions, national eHealth implementation strategies, as well as an analysis of global good practice examples of eHealth platforms. Dr. Stroetmann is a team member for the early impact evaluation of the European Union Cross-Border Healthcare Directive of 2011, and involved in research to develop and apply multi-scale organ and disease models for improved decision support in clinical contexts.

Another focus is contributing to European as well as trans-Atlantic and global research endeavours, where Prof. Stroetmann has cooperated inter alia with Harvard Medical School, Stanford University, University of California San Diego, the American National Institutes of Health (NIH), the University of British Columbia, Vancouver, the University of Victoria, BC, Canada.

Principal investigator in European, trans-Atlantic and African studies on eHealth policy issues, strategy and business development, socio-economic impact assessment, and health RTD projects, Prof. Stroetmann's related work concerns Regulatory Impact Analyses (based on benefit-cost approach) of aspects of their eHealth strategies for Switzerland and the Czech Republic, as well as market research and pre-clinical validation of medical devices for global industrial players.

A sought-after speaker, Prof. Stroetmann is regularly invited to present keynotes at international conferences. He also is a member of various boards, foundations and (research funding) committees, and frequently reviews paper submissions for international scientific and professional journals.

Published on : Sun, 1 Jun 2014